

SEATTLE PARKS AND RECREATION (SPR)

URBAN PARKS PARTNERSHIP FOR ACTIVATION AND PROGRAMMING OF
SELECT DOWNTOWN PARKS
RFP PRE-SUBMITTAL CONFERENCE

UPDATED - 2/23/2016

1. **Do all the funds have to go to the community organization or can a proposal also request that some funds go to expand existing SPR programs? For example, can proposals combine asking for some funds to go to the community organization to be used for programming and/or planning and some funds to be applied to expanding the Park Concierge program?**

Answer:

Yes. The funds do not all have to go to the Community Organization. SPR can spend on behalf of the organization, as part of the agreement.

2. **Could these funds be directed toward future permanent art installations in an unfinished park?**

Answer:

No. The funds are specifically for the parks listed in the RFP. Also, keep in mind that the Urban Parks Partnership funds are specifically for increasing programming and activation. A successful proposal that includes funding for permanent art will need to provide a compelling reason for how that installation will help achieve the objectives defined in the RFP.

3. **Is SPR aware of different groups interested in submitting proposals for the same parks and will SPR coordinate these groups?**

Answer:

SPR has done its best to bring together stakeholders to encourage them to work together to create single, collaborative proposals and, at the posting of this question, is not aware of any that are not working together. As the RFP states: “*SPR would like to encourage Community Organizations interested in a common Lead Park to work together and collaborate on activation and programming strategies so as to prepare and submit one proposal per Lead Park.*” However, any entity is free to submit a proposal.

4. **Could a proposal incorporate 2 or more Lead Parks?**

Answer:

Yes.

5. **Could part of a proposal include funding to increase, or create new, programming that would be implemented in a park by a nearby community center?**

Answer:

Yes, that would certainly be possible. Groups would need to work directly with the relevant community center to define what that center would be willing and able to implement if funding were provided.

6. **Can a proposal include additional information about an organization?**

Answer:

Yes. Information such as an organizational overview, mission statement and letters of recommendation/support can be included as attachments to the proposal.

7. **The City's *Consultant Questionnaire form* does not seem to apply to our group. Do we still need to fill it out?**

Answer:

Yes. While we recognize that most of you are not consultants, the City does require that the form be completed to the best of your ability.

8. **The City's *WMBE Inclusion Plan* seems to apply to consultant contracts over \$270K. Do we still need to fill it out?**

Answer:

Yes. Increasing the inclusion of women and minority owned business (WMBE) in public contracts is a top priority for the City. While the partnership agreements are for a lower dollar value than what is required, we would still like community organizations to be mindful and intentional in their efforts to be inclusive. The WMBE Inclusion Plan is aspirational but does count for 10 points in the evaluation process.

9. **Will this process result in a formal partnership agreement? Do groups need to be formally recognized as a "Friends-of-Group"?**

Answer:

The City's intention is to award up to five Partnership Agreements from the proposals received for the Requests for Proposals: "Urban Parks Partnership for Activation and Programming of Select Downtown Parks."

Groups do not have to be a "Friends-of-Group". All interested parties may submit proposals for the opportunity to formally partner with The City of Seattle, by and through Seattle Parks and Recreation via a short term Partnership Agreement. If applicable, interested parties may apply with a fiscal sponsor and are not required to be a 501(c)(3) organization. Interested parties should fully describe their team in any submitted Proposal, and if applicable, include any relevant information related to the relationship, roles and responsibilities of any "Friends-of-Group" who may be an integral part of any interested parties' proposal and/or performance of activation and programming in a formal Partnership Agreement with the City.

10. **If groups want to hire subcontractors is there a dollar threshold? Do groups need to go through a formal RFP process? What if groups select subcontractors off of the City's Roster?**

Answer:

Interested parties to the proposal, which may include groups, may hire and use subcontractors to perform the activation and programming contemplated in the Requests for Proposals: "Urban Parks Partnership for Activation and Programming of Select Downtown Parks." However, the City will only be entering into one short term Partnership Agreement with a Community Organization per Lead Park for a variable amount of \$25,000 to \$46,000. The City will require in the formal Partnership Agreement with a Community Organization that any subcontractor hired by the Community Organization shall adhere to all applicable terms and conditions of the Partnership Agreement.

The City's consultant roster is for internal use only for direct contracting for consultant services by the City, which is directly inapplicable to the request for proposal and contracting process for the "Urban Parks Partnership for Activation and Programming of Select Downtown Parks" between the City and a Community Organization. Therefore, the City does not set any subcontracting dollar threshold, requirement for a formal RFP for subcontractors, or the selection or use of subcontractors off of the City's consultant roster for the "Urban Parks Partnership for Activation and Programming of Select Downtown Parks."

However, if any interested party intends to subcontract as part of their proposal, they should fully describe and submit in their proposal any relevant information related to the relationship, roles and responsibilities of any subcontractors who may be an integral part of any interested parties' proposal and/or performance of the formal Partnership Agreement with the City. That said, Proposals will be evaluated holistically, and primarily on the strength of the overall proposal and the benefits brought to the Lead Park, which includes any selection or use of any proposed subcontractors.

11. Can Metropolitan Park District (MPD) funds be used as a match for Department of Neighborhoods (DON) Matching Funds?

Answer:

No. DON's program does not allow other City Funds to be used as a match.

12. Does this partnership agreement require a funding match?

Answer:

No, this first-year agreement does not require a funding match.

13. Do groups need to form an oversight board?

Answer:

No, not necessarily. Each group can decide on their own how they would like to structure their organization.

14. If a group applies for the full contract amount, is it possible to be awarded less funds?

Answer:

Yes. The City reserves the right to make no or partial awards upon its own discretion.

15. Is there a specific timeline for how long-term visions should be laid out?

Answer:

No. Long-term visions should be feasible for your community and have a clear pathway for getting there.

16. Does SPR have a specific format that groups should be following for reporting outcomes and assessments?

Answer:

SPR does not have a required reporting format. However, it is expected that counting people in the park to measure numbers of participants in programs and events, and to measure the ratio of women to men in the park will be conducted and reported regularly and consistently as two standardized forms of measurement. Park Concierges, if/when present in a park can assist in this work, but it is up to the Community Organization to plan for how counts will happen on a regular and consistent basis (though not necessarily daily), whether or not a Concierge is involved.

It is up to the Community Organization to develop additional metrics or measurements to monitor and report back on the outcomes of other aspects of the work being accomplished, such as in regards to outreach, community feedback, planning or fundraising. SPR will work with successful Community Organizations to refine these measurements prior to finalizing the one year agreement.

17. What is the rationale behind the 1:1 male to female ratio in the Solicitation Objectives section?

Answer:

On a very general basis, women are more likely to avoid places that are perceived to be unsafe. The presence of women in a park is thus one broad-brush indicator that a park is perceived to be safe for all. Please keep in mind that achieving a 1:1 ratio is not a first year requirement, but should be a goal toward which you aim.

18. Can you elaborate on what SPR means by ‘successful activation of a park’?

Answer:

Successful activation and programming achieves the goal of creating a safe, welcoming public space. How this is achieved will vary, depending on the park and the community. There is no one-size-fits-all approach to achieving success. However, it has been SPR’s experience that regular or daily activity tends to be more effective at creating a positive and sustainable park environment than do one-time events that might draw a sizable crowd for a short period of time.

One of many ways to accomplish this is to develop activities and programs as ‘series’. For example an event or program that occurs weekly, or that builds upon itself weekly or monthly, will help build awareness of the activity, bring people back to the park and expand attendance.

19. Can Community Organizations assume that Concierge hours and current SPR funding will continue?

Answer:

Yes. SPR’s baseline funding for the Lead Parks has been provided to inquiring community members and includes the funding currently allocated to each park for the 2016 budget cycle.

If a Community Organization would like to expand upon elements in the baseline budget, Urban Parks Initiative funding may be applied to that purpose.

For a copy of a park’s baseline budget, please contact Susanne Rockwell at:

susanne.rockwell@seattle.gov

20. Could a proposal incorporate events at several Lead Parks?

Answer:

Yes, it is certainly possible for a proposal to address more than one Lead Park if it accomplishes for those multiple parks the objectives and scope as laid out in the RFP.

21. Could a proposal incorporate programming to occur in a building, the Cascade Peoples Center for example?

Answer:

The Urban Parks Partnership funding is intended to support our urban outdoor spaces, to make them safe and welcoming through activation and programming. While the RFP does not prohibit the use of an indoor space, any such use should be done in a context in which the fundamental goals of the RFP remain foremost.

22. What have been some of the difficulties or lessons learned with activating and programming of Westlake Park and Occidental Square?

Answer:

It would be best to ask Downtown Seattle Association (DSA) directly about their experience implementing the 1-yr pilot program in 2015.

A few other things to note:

- It has been SPR's experience that large events can be great for creating public awareness and a positive public image of a park. At the same time, they generally require significant money, effort, and marketing to achieve a relatively few number of hours of activation. This is useful to consider when allocating limited funds, staff, and volunteers.
- Art installations or other amenities left unguarded overnight need careful consideration.

23. The RFP says that SPR will be the recipient of any revenues generated through concessions or other means. Can you elaborate on this?

Answer:

SPR will follow our standard procedures regarding event permitting and concession agreements. For example concession agreements generally require that either a baseline fee or 10% of gross receipts be paid to SPR. Event permits also generally require that a baseline fee or 10% of gross receipts be paid to SPR for any revenues earned in the park as part of the event (by vendors, ticket sales, or by other means). If such revenues are earned as part of the Urban Parks Partnership agreement, SPR will work with Community Organizations to apply those revenues back to programming and activation of the relevant park(s).

24. What will the accounting process be? Do Organizations need to submit invoices for reimbursement? Is there a form we should use?

Answer:

SPR cannot "pay forward" and can only *reimburse* a Community Organization for expenses paid (and documented with receipts) and can only pay for services once they are rendered. Groups will need to submit invoices for reimbursement. A standard invoice template will be included as an attachment in the final contract.

25. Can Urban Parks Partnership funds be applied toward staffing costs?

Answer:

Yes, a portion of the Urban Parks Partnership funds can be used towards funding staff within the Community Organization for program development and community engagement. Funds can also be used to expand upon the existing Park Concierge or Event Support staff hours as provided by SPR.

26. What does the term 'seed money' mean?

Answer:

Seed money is a form of securities offering in which an investor (in this example, the City) invests funding (in this example, MPD funds) to support a business (in this example, community organizations) until they can generate funding or cash flow of their own, or until further investments are made/procured. It is a way of helping to develop partnerships and to help grow capacity in another organization.

27. Can groups use funds to develop an activation and programming plan?

Answer:

Yes. Funds can be used to implement an existing activation and programming plan, or to develop such a plan if one does not exist.

28. What is the expected reporting cycle?

Answer:

The expectation is that Community Organizations will create two reports for 2016. The format of these reports is up to the Community Organization and will be established in the final contract.

29. Can these funds be used towards maintenance improvements for the Fireboat Duwamish?

Answer:

No. These funds are only available for use in the parks listed in the current RFP.

30. Can these funds be used towards other parks in urban areas?

Answer:

No. These funds are only available for use in the parks listed in the current RFP.

31. Who gets the funding?

Answer:

The funding agreement needs to be with an accountable, and clearly defined entity. If the entity does not have 501(c)(3) status, they will need to have a fiscal agent who does.

32. What should groups do if their park location lies within a Historic District or some other governing board?

Answer:

Community partners focusing on parks within Historic Districts are encouraged to meet with their commission or special review board, or the relevant subcommittees, to get early feedback on their plans, with the hope of staying in alignment with the district's guidelines. However, we recognize that it is not always possible to anticipate a commission's or review board's final decisions until the full plan being reviewed is fully defined and formally presented. Proposals from these districts should take a realistic approach to how funds can be best used, including fallback plans should aspects of the desired plan not be approved. Remember, also, that a portion of the funding can be dedicated to the work of outreach and planning.

33. If we want to show movies in a park, what is the cost?

Answer: If SPR provides the equipment, which we will do if it is available, total cost includes the licensing cost which can range from \$250-\$400, depending on the movie plus \$352 staff time to set up, run the movie, and take down.

Total: \$602 - \$752

If SPR's equipment is NOT available, then the retail cost could range up to \$800, depending on the equipment and the rental company, plus the licensing fee of \$250-\$400, depending on the movie, plus \$352 staff time to set up, run the movie, and take down.

34. If we want to request Park Concierge time in a park, how should we figure the cost?

Answer: The cost of a single concierge is \$22 per hour.